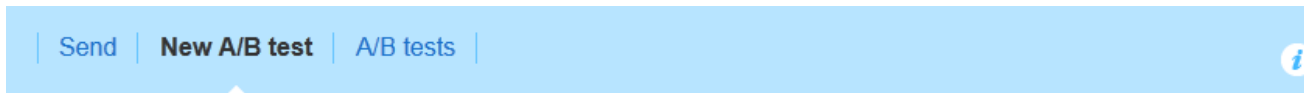


AB Testing

Introduction to A/B testing

A/B testing is a popular method used by online marketers to test different variations of a given message. For email marketing, the most common scenarios of A/B testing are to **test two or more subject lines** (i.e. the title of the email) and to **test different calls to action** (e.g. text or image call to action). By sending the same email but with slight variations of it, you can figure out which email is the best performing one in terms of open rate or click through rate.

- [Create a new Automatic A/B Test](#)
- [Create a new Manual A/B Test](#)
- [View existing A/B Tests](#)
- [A/B test results](#)



Create different variations of the same message: the system will send them automatically to a small group of recipients. Then, after a specified number of hours used to collect data from the test, the system will send the winning message - based on the best open or click-through rate - to the rest of the recipients.

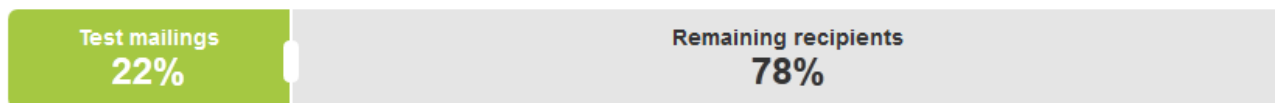
1. Enter the test name

MailUp at Ad:Tech in New York

Choose the message variations to be used for the test:

<input type="checkbox"/>	10375 - Newsletter #5 by MailUp, Inc. - August 2012
<input checked="" type="checkbox"/>	Send Mobile-Optimized Emails Join MailUp at Ad Tech NY How To Import From Excel 10372 - Newsletter #5 by MailUp, Inc. - August 2012
<input checked="" type="checkbox"/>	Join MailUp at Ad Tech NY Send Mobile-Optimized Emails How To Build Your Mailing List 10371 - Newsletter #5 by MailUp, Inc. - August 2012
<input type="checkbox"/>	Using MailUp in Magento Send Mobile-Optimized Emails How To Import From Excel

Select the % of recipients to be used for the test:



4. Send the message that obtained

Best open rate Best click through rate After waiting hours

Save & continue

OTHER RESOURCES:

- [\[eBook\] Keep picking losers? Send winner emails with A/B testing](#)
- [\[VIDEO\] A/B Testing: How To Optimize Your Email Campaign](#)
- [\[Blog\] What if A/B testing got you an extra \\$200M?](#)
- [\[Blog\] The Importance of A/B Testing in the Obama Campaign's Email Marketing Strategy](#)